

REMARKS

Applicants are filing a Supplemental Amendment in response to the non-final Office Action of July 9, 2008. Applicants ask that all claims be allowed in view of the amendment to the claims and the following remarks. Claims 1, 13, 19, and 25-40 are pending, of which claims 1, 13, 19, and 35 independent. Claim 1 has been withdrawn from consideration, leaving claims 13, 19, and 25-40 presented for examination.

Interview Summary

Applicants thank Examiner Anderson and Examiner Boyce for the personal interview conducted with applicants' representative Andrew Foy on January 13, 2009. During the interview, applicants' representative and Examiner's Anderson and Boyce discussed applicants' Amendment filed on December 9, 2008 and the perceived deficiencies of the references of record in view of the currently pending claims.

Claim Rejections Under 35 U.S.C. § 103

Claims 13 and 19 have been rejected under 35 U.S.C. § 103(a) as being obvious in view of the combination of U.S. Patent No. 6,826,541 (Johnston) and "Trade Analysis: A Survey of Commercially Available Techniques" (McCullough). Applicants request reconsideration and withdrawal of the rejection of independent claims 13 and 19 for the reasons set forth in the Amendment filed on December 9, 2008 and discussed during the personal interview of January 13, 2009.

New Claims

Each of new dependent claims 25-29 depends from independent claim 13 and each of new dependent claims 30-34 depends from independent claim 19. Accordingly, applicants submit that new claims 25-34 are allowable at least because of their dependencies and for the reasons discussed in connection with independent claims 13 and 19 in the Amendment filed on December 9, 2008 and during the personal interview of January 13, 2009.

New independent claim 35 recites features that are similar to those recited in independent claims 13 and 19 and does so in the context of a computer-readable storage medium.

Accordingly, applicants submit that new independent claim 35 and dependent claims 36-40, which depend from independent claim 35, are allowable at least for the same reasons as those set forth in connection with independent claims 13 and 19 in the Amendment filed on December 9, 2008 and during the personal interview of January 13, 2009.

Conclusion

Applicants submit that all claims are in condition for allowance.

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue, or comment does not signify agreement with or concession of that rejection, issue, or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

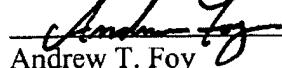
No fees are believed due in connection with the filing of this Supplemental Amendment. Nevertheless, in the event that any charges or credits are due in connection with the filing of this Supplemental Amendment or otherwise, the Office is authorized to apply any such charges or credits to deposit account 06-1050.

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Respectfully submitted,

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